

## WHAT IS CLAIMED IS:

1. A method for facilitating a transaction for purchasable content over an electronic network, the purchasable content including downloadable digital data, the method comprising:

maintaining a first presence on the electronic network to which a consumer may connect;

transmitting a first page from the first presence to the consumer over the electronic network, the first page including information concerning the purchasable content;

receiving a command from the consumer over the electronic network indicating that the consumer wishes the transaction for the purchasable content; and

automatically linking the consumer to a second presence on the electronic network in response to the command such that a second page is transmitted from the second presence to the consumer over the electronic network, the second page including information concerning how to complete the transaction for the purchasable content, and such that the consumer may complete the transaction for the purchasable content from the second presence.

2. The method of claim 1, further comprising displaying the first page in a first window and the second page in a second window.

3. The method of claim 2, wherein the first and second windows are displayed simultaneously on a monitor display.

4. The method of claim 1, wherein the first window is branded by a first entity and the second window is branded by a second entity.

5. The method of claim 1, wherein the second window is activated when the second page is received by the consumer over the electronic network and the first window is not active when the second window is activated.

6. The method of claim 5, wherein the second window is closed when the transaction for the purchasable content is completed.

7. The method of claim 6, further comprising automatically linking the consumer to the first presence on the electronic network when the transaction for the purchasable content is complete.

8. The method of claim 6, further comprising automatically linking the consumer to a third presence on the electronic network when the transaction for the purchasable content is complete.

9. The method of claim 1, wherein the purchasable content includes at least one of downloadable digital data and physical storage media.

10. The method of claim 9, wherein the physical storage media include at least one of optically readable media, magnetically readable media, and mechanically readable media.

11. The method of claim 1, wherein an entity associated with the first presence does not have custody of the downloadable digital data.

12. The method of claim 1, wherein an entity associated with the second presence has custody of the purchasable content.

13. The method of claim 1, wherein the second page includes at least one of: (i) registration inputs for registering the consumer; (ii) login inputs for permitting the consumer access to further portions of the second page; (iii) summary information including at least one of a list of the purchasable content selected by the consumer, and remittance information for the purchasable content selected by the consumer; and (iv) billing inputs for receiving information from the consumer concerning a remittance method.

14. The method of claim 13, wherein the summary information and the billing inputs are included on the further portions of the second page.

15. The method of claim 1, wherein the electronic network is the Internet and the first and second presences are respective web sites thereon.

16. The method of claim 1, further comprising allowing the consumer to browse a first presence on the electronic network to obtain information concerning the purchasable content.

17. An electronic storage medium for storing instructions which, when executed by a programmable controller, carry out a process for facilitating a transaction for purchasable content over an electronic network, comprising:

maintaining a first presence on the electronic network to which a consumer may connect;

transmitting a first page from the first presence to the consumer over the electronic network, the first page including information concerning the purchasable content;

receiving a command from the consumer over the electronic network indicating that the consumer wishes the transaction for the purchasable content; and

automatically linking the consumer to a second presence on the electronic network in response to the command such that a second page is transmitted from the second presence to the consumer over the electronic network, the second page including information concerning how to complete the transaction for the purchasable content, and such that the consumer may complete the transaction for the purchasable content from the second presence.

18. The electronic storage medium of claim 17, further comprising displaying the first page in a first window and the second page in a second window, wherein the first window is branded by a first entity and the second window is branded by a second entity.

19. The electronic storage medium of claim 18, wherein the second window is activated when the second page is received by the consumer over the electronic network and the first window is not active when the second window is activated.

20. The electronic storage medium of claim 19, wherein the second window is closed when the transaction for the purchasable content is completed.

21. The electronic storage medium of claim 20, further comprising automatically linking the consumer to the first presence on the electronic network when the transaction for the purchasable content is complete.



means for receiving a command from the consumer over the electronic network indicating that the consumer wishes the transaction for the purchasable content; and

means for automatically linking the consumer to a second presence on the electronic network in response to the command such that a second page is transmitted from the second presence to the consumer over the electronic network, the second page including information concerning how to complete the transaction for the purchasable content, and such that the consumer may complete the transaction for the purchasable content from the second presence.

29. The system of claim 28, further comprising means for displaying the first page in a first window and the second page in a second window.

30. The system of claim 29, wherein the first and second windows are displayed simultaneously on a monitor display.

31. The system of claim 28, wherein the first window is branded by a first entity and the second window is branded by a second entity.

32. The system of claim 30, wherein the second window is activated when the second page is received by the consumer over the electronic network and the first window is not active when the second window is activated.

33. The system of claim 32, wherein the second window is closed when the transaction for the purchasable content is completed.

34. The system of claim 33, further comprising means for automatically linking the consumer to the first presence on the electronic network when the transaction for the purchasable content is complete.

35. The system of claim 33, further comprising means for automatically linking the consumer to a third presence on the electronic network when the transaction for the purchasable content is complete.

36. The system of claim 28, wherein the purchasable content includes at least one of downloadable digital data and physical storage media.

37. The system of claim 36, wherein the physical storage media include at least one of optically readable media, magnetically readable media, and mechanically readable media.

38. The system of claim 28, wherein an entity associated with the first presence does not have custody of the downloadable digital data.

39. The system of claim 28, wherein an entity associated with the second presence has custody of the purchasable content.

40. The system of claim 28, wherein the electronic network is the Internet and the first and second presences are respective web sites thereon.

41. The system of claim 28, further comprising means for allowing the consumer to browse a first presence on the electronic network to obtain information concerning the purchasable content.